

# ORDER



**Orders**

Order / Rev:	69338
Alt Order #:	/Brad
Product Desc:	
Estimate:	
Flight Dates:	11/01/12 - 11/05/12
Original Date / Rev:	10/31/12 / 11/02/12
Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

**Agency**

Name:	Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
1010 Wisconsin Ave	
Washington, DC 20007	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Obama/D/President
Demographic:	A35+
Product Codes:	Presidential Elections
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	46	\$35,940.00	\$30,549.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	46	\$35,940.00	\$30,549.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$35,940.00</b>	<b>\$30,549.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	28%	\$35,940.00
Market	100%	\$128,357.14

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$92,417.14
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- TF--	1:00	1	\$120.00	P-2	0.00	NM	1	\$120.00
N 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- TF--	1:00	1	\$120.00	P-2	0.00	NM	1	\$120.00
N 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- TF--	1:00	1	\$240.00	P-2	0.00	NM	1	\$240.00
N 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- TF--	1:00	1	\$240.00	P-2	0.00	NM	1	\$240.00
N 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M- TF--	1:00	2	\$150.00	P-2	0.00	NM	2	\$300.00
N 6	WHP	11/01/12	11/05/12		CM	9a-11a	-----S-	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00

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Advertiser: Obama/D/President  
Product Desc:  
Estimate:

**WHP-TV CBS21**

Order / Rev: 69338  
Alt Order #: /Brad  
Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President  
Product Desc:  
Estimate:

**WHP-TV CBS21**

Order / Rev: 69338  
 Alt Order #: /Brad  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc:  
 Estimate:

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
N26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	1:00	1	\$1,790.00	P-2	0.00	NM	1	\$1,790.00
N27	WHP	11/01/12	11/05/12	NFL RS Game Steelers CM NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
<b>Totals</b>													<b>46</b>	<b>\$35,940.00</b>	